

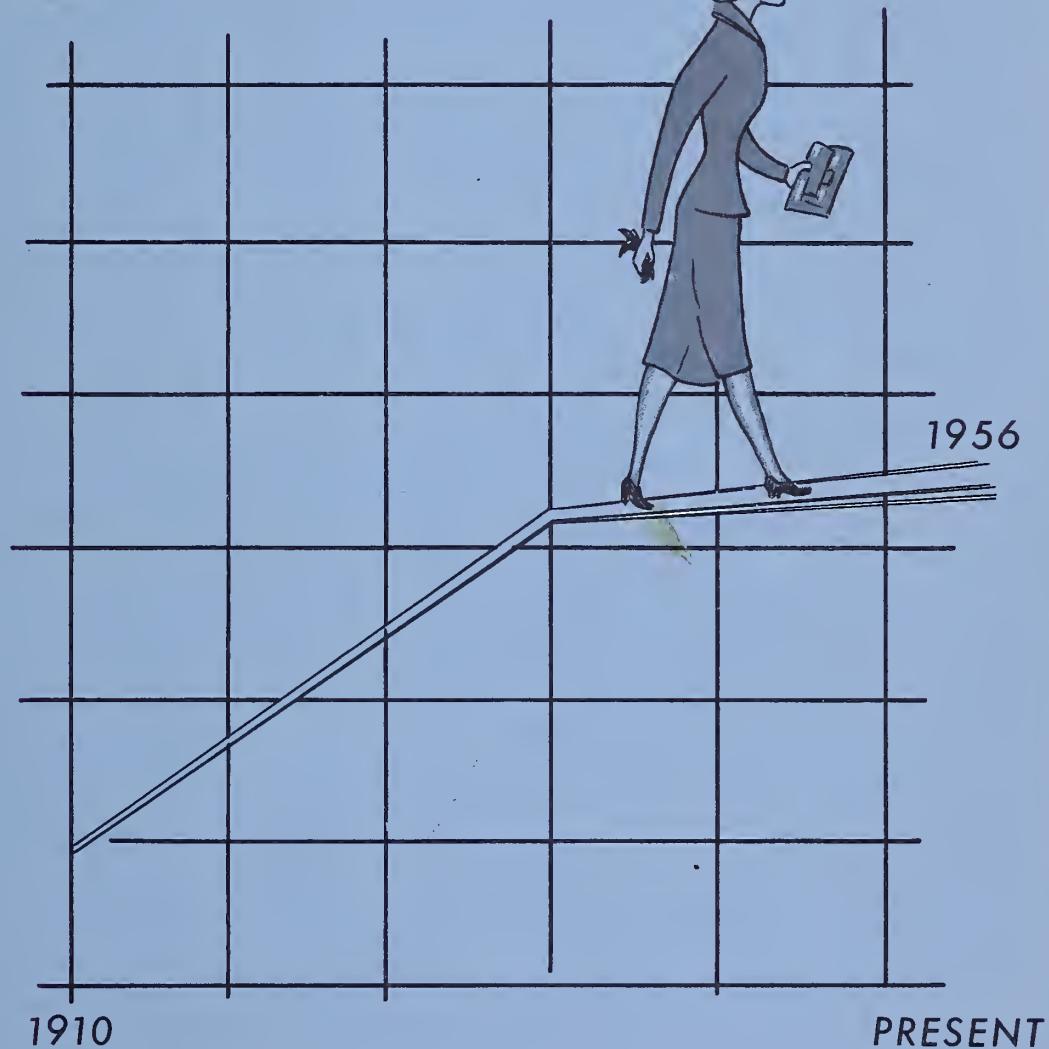
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Progress in HOME DEMONSTRATION WORK



Extension Service Circular No. 516
FEDERAL EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE
February 1958

FOREWORD

Administrator Ferguson, in his address, Putting the Pieces Together, given at the Denver meeting of the American Association of Land-Grant Colleges and State Universities, November 11, 1957, made the following arresting remarks:

"Home demonstration, like other aspects of extension work, is advancing significantly. I think the striking progress of home demonstration work in recent years owes much to the vigorous self-appraisal of the professional staff, --county, State and Federal.

Home demonstration work with youth through 4-H Clubs, farm and home development, work with rural and urban women through groups and through mass communications all add up to a tremendous educational impact."

This circular substantiates Mr. Ferguson's remarks. It summarizes the accomplishments of home economics extension workers. It gives concrete evidence of the growth of home economics extension work over a period of 46 years; growth in the people who take part in it; growth in volunteer leadership; and growth in the scope and content of the program.

Progress is traced through the increase in professional personnel, membership in home demonstration groups, and in the number of people reached outside of organized groups; as well as through the teaching activities of home demonstration agents, shifts in emphasis in program and methods to meet the ever-changing conditions and demands, and the resulting effects in families.

Some of the data presented cover a 46-year period, 1910-56; other data cover periods, 1925-56, 1930-56, 1935-56, 1942-56, or 1953-56, depending upon the availability of comparable information in the statistical reports.

This report not only gives a record of marked achievement of all home economics extension workers but gives us a report of where we are today and points out challenges and opportunities ahead.

It has been prepared for the forthcoming National Home Demonstration Symposium, to be held March 23-28, 1958 on the campus of Michigan State University.

Gladys G. Gallup, Director
Division of Extension Research
and Training

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Distribution: A copy of this circular has been sent to each State extension director and assistant director, State home demonstration leader and assistant, home economics specialist, agricultural college library and experiment station library.

PROGRESS IN HOME DEMONSTRATION WORK
A Statistical Analysis of Trends, 1910 - 1956

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HIGHLIGHTS

The young woman on the cover is one of the 3,921 home demonstration agents working with homemakers on an educational program for better family living. Home demonstration agents are located in 2,765 counties, 87 percent of the agricultural counties of the United States.

Growth In Staff

There has been great growth in the total home economics extension staff. It has grown from two part-time agents in 1910 to 4,575 workers in 1956. This includes 431 subject-matter specialists and 223 State home demonstration leaders and assistants.

Since 1920, the number of home demonstration agents has increased $4\frac{1}{2}$ times; supervisors, $1\frac{1}{2}$ times; and specialists, $6\frac{1}{2}$ times.

Local Leaders

Local leaders totaling 624,211 in 1956 help extend the teachings of the extension staff. The number of leaders per home demonstration agent has climbed from 52 in 1925 to 182 in 1956, a 250 percent increase. Local leaders are assuming more responsibility in extension programs and are called on more and more to work with various organizations other than home demonstration clubs.

Increase In Urban Work

Home economics extension workers assisted more than $6\frac{1}{2}$ million families during 1956. Thirty-five percent of these families were farm, 22 percent rural nonfarm, and 43 percent urban.

The number of rural nonfarm homes and urban homes requesting assistance from home demonstration agents is increasing each year. At least 26 States report a significant amount of home demonstration work in larger cities and towns.

The writer is indebted to Amy Cowing, Extension Analyst of the Division of Extension Research and Training, for assistance in reviewing and summarizing this report and to members of the Division of Home Economics Programs for advice and constructive help in interpretation.

Increase In Work With Homemakers Outside Organized Groups

Of the approximately $6\frac{1}{2}$ million homemakers assisted, about $1\frac{1}{2}$ million were in organized groups, but more than 5 million were assisted outside organized group activity.

Membership in home demonstration groups or clubs has increased 48 percent since 1935. The number of people reached outside of clubs has increased 650 percent.

Change In Emphasis In Teaching Methods

To carry on the educational job and to reach people outside organized groups, as well as in organized groups, and to reach urban and rural nonfarm people, as well as farm people, the home demonstration agents have used personal contact methods, meetings and mass media.

The number of home visits, office calls and result demonstrations per home demonstration agent average about the same in 1956 as in 1930. For example, there were 319 home visits in 1930 and 246 in 1956.

There has been a 30 percent decrease in meetings held by home demonstration agents in 1956 over 1930, but the number of training meetings held by home demonstration agents for local leaders in adult work have increased from an average of 9 per home demonstration year in 1930 to 17 or 100 percent increase in 1956. Also, meetings held by local leaders increased from an average of 34 meetings per agent year in 1930 to 127 in 1956.

There has been a steady upward trend in the use of radio and television broadcasts, but the average per home demonstration agent is still low--an average of 20 radio broadcasts and an average of 1.6 television programs in 1956.

On the average, each home demonstration agent wrote 72 news articles or stories in 1956 for daily and weekly newspapers and for farm magazines, compared to 80 articles in 1930. This slight decrease in news articles raises the question as to needed emphasis given to use of the printed word, such as news columns, since extension research shows written material to be influential in bringing about change.

Change In Content of Program

As we contrast the present with other periods of our extension history, we readily see that there are many social, technical, and economic changes which are influencing family living. These changes have brought about not only shifts which include increased rural nonfarm and urban work but also a shift toward broader subject-matter content.

The program has broadened extensively in scope and content since 1910. Then emphasis was largely on teaching skills in gardening, cooking, and clothing with special emphasis on canning and sewing.

Current programs are geared to the current interests of today's homemaker that include family life problems, family economics, family financial planning, marketing information for consumers, public affairs, citizenship and international problems, as well as keeping up to date on how to feed, clothe and house the family.

In 1956, about 45 percent more families than in 1953 made changes in meal planning and food preparation; buying clothing; selection, use, and care of home equipment; and landscaping home grounds.

Over 55 percent more families were assisted in 1956 than in 1953 with improving their diet, financial planning, and keeping and analyzing home records. In the family life program, the interest in the roles of family members and individual adjustments increased most.

There was considerable emphasis in the 1956 program in remodeling and repairing the house, improving kitchens and laundry and in improving storage space, a 35 percent increase over 1953.

Twenty-two percent more families in 1956 than in 1953 followed improved health practices, due to the extension health education program.

In 1956, the average home demonstration agent, working with agricultural extension workers, helped an average of 2,894 families with their consumer buying problems--an increase of 127 percent over 1953.

Increase In Time Spent On Program Development And New Approaches

The increase in time spent and the emphasis on program planning, farm and home development, rural development programs directed toward lower income families, and newer communication methods show the progressiveness of the home demonstration agents. Through some of these new approaches, they are integrating and coordinating subject matter and are working with an increased number of families.

THE HOME ECONOMICS EXTENSION STAFF

The number of home economics extension workers employed at the State colleges and in the counties has grown from two part-time agents in 1910 to 4,575 workers (most of them full-time) in 1956. Of that number 223 were State home demonstration leaders and assistants, 431 subject-matter specialists and 3,921 county home demonstration agents and assistant county home demonstration agents (table 1). These county workers include 420 Negro home demonstration agents and assistants.

Table 1.--Number of home economics extension workers, 1956

Classification	Total United States	Administrative regions			
		12 Eastern States	12 Central States	14 Southern States ^{1/}	13 Western States ^{1/}
Total agricultural counties.....	3,163	298	1,056	1,383	426
Total counties employing agents.	2,765	273	926	1,250	316
Counties without agents.....	398	25	130	133	110
Total extension workers.....	4,575	522	1,142	2,428	483
Percentage of extension workers in region.....	100	11.4	25.0	53.0	10.6
State leaders ^{2/} and assistants.	223	26	61	109	27
Percentage of State leaders in region.....	100	11.7	27.4	48.9	12.0
County home demonstration agents	3,921	389	946	2,191	395
Subject-matter specialists ^{3/} ...	431	107	135	128	61
Percentage of subject-matter specialists in region.....	100	24.8	31.3	29.7	14.2
Child care and family life....	32	12	9	8	3
Clothing.....	75	17	24	22	12
Foods, nutrition, and food preservation.....	90	22	25	33	10
Health.....	10	0	3	6	1
Home furnishings.....	44	9	15	13	7
Home industries.....	8	0	4	4	0
Home management.....	81	16	27	24	14
Information ^{4/}	39	9	18	7	5
Marketing information for consumers ^{5/}	52	22	10	11	9

^{1/} Includes Alaska and Hawaii in Western States and Puerto Rico in Southern States.

^{2/} Includes assistant directors in home economics.

^{3/} Includes men and women working with county home demonstration agents.

^{4/} List of women editors furnished by Division of Information Programs.

^{5/} Includes State and district agents (men and women) working on marketing information for consumers.

Over one-half of the total home economics extension workers are employed in the Southern region. Fifty-five percent of the county home demonstration agents and assistants are in the Southern States, but there is a higher percentage of specialists in the Central States.

Counties Without Home Demonstration Agents

Approximately 400 (13 percent) of the agricultural counties have never had a home demonstration agent and a few counties are temporarily without them. There are 25 counties without home demonstration agents in the Eastern States, 130 in the Central States, 133 in the Southern States and 110 in the Western States (figure 1).

Figure 1



In counties where we have never had home demonstration agents this shortage or incompleteness may be due in part to:

1. Location of the county and scarcity of population in the county.
2. Lack of finances or lack of appropriations.

In the counties temporarily without home demonstration agents the incompleteness may be due in part to:

1. Shortage of well-trained and experienced home economists to do the job. (The demand for trained home economists has exceeded the supply of personnel.)
2. Young women marrying and leaving the Extension Service.
3. Inadequate salaries, especially beginning salaries, paid to home demonstration agents.

4. Cost of cars, car payment regulations.
5. The long workweek of the home demonstration agent.

Placing a home demonstration agent in every agricultural county is a challenge to the whole Cooperative Extension Service which is founded on the fundamental principle--a joint approach to farm and home living.

Growth of Staff and Ratio of Agents to Supervisors

There has been great growth in the home economics extension staff since 1920: $4\frac{1}{2}$ times as many home demonstration agents in 1956 as in 1920; $1\frac{1}{2}$ times as many supervisors; $6\frac{1}{2}$ times as many specialists (table 1).

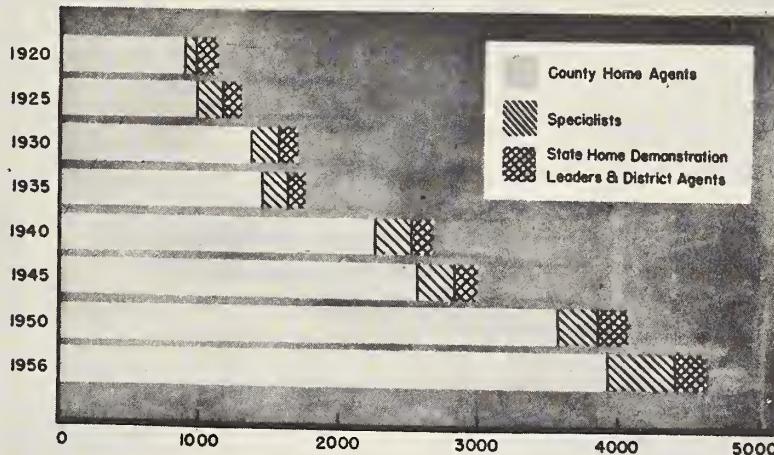
In 1956 the ratio of home demonstration agents to supervisors averaged 18 to 1. In the Southern States the ratio of agents to supervisors is 20 to 1, but in the other regions about 15 to 1. This ratio, however, varies widely between States.

These figures suggest that there is a heavy workload not only for home demonstration agents, but for supervisors, and raise the question of adequate supervisory support (figure 2).

It is not possible to work out a ratio of agents to specialists as there is a need for a variety of subject-matter specialists. One home demonstration agent may be assisted by many different specialists.

Figure 2

GROWTH OF EXTENSION STAFF 1920-1956



Supervisors.--What is the implied organizational goal? Should it be one supervisor to 12 agents? Of course, much depends on the experience of both supervisors and home demonstration agents. The number of supervisors also depends largely on the job that is expected of supervisors.

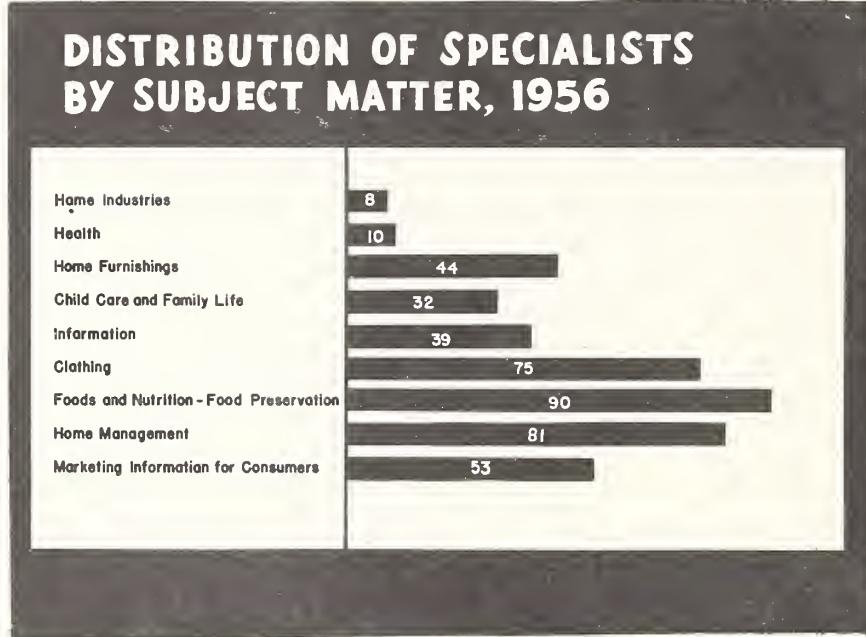
This points up a problem. Do we need more supervisors to continue to locate and hire new agents and induct them into the service, or do we need some person on the State staff to be in charge of recruitment to counsel with college students and to assist in their induction and apprenticeship training?

There is a rather large increase in the leaders of training who assist in recruiting and training. Also there are personnel administrators in some States who assist in interviewing and screening personnel. But in most States the home demonstration leader or supervisors pass on the final selection of the personnel.

If supervisors are freed of other responsibilities so that they can counsel with home demonstration agents and give help on organization, program planning, and leadership training, about what should be the ratio of supervisors to home demonstration agents?

Subject-matter specialists.--Sixty-eight percent of the subject-matter specialists are in the field of clothing, foods and nutrition, and home management and home furnishings--nearly every State employed a specialist in these fields (figure 3).

Figure 3



In addition there are 32 child development and family life specialists employed in 29 States. There are 10 specialists in health education. In this field, however, the home demonstration agent also works with other health

agencies. There are 39 women in information, 8 in recreation, and 3 in rural sociology.

There are 105 State, district, or special agents (men and women) who devote full time to marketing information for consumers--52 of these are specialists working at the State level.

In addition to all of the above named specialists the home demonstration agents call on and work with many other specialists in organization and planning, agricultural economics, general marketing, farm management, home and agricultural engineering, housing, as well as landscaping, horticulture, poultrying and dairying.

THE HOME DEMONSTRATION AGENT 1/

Agent Turnover

About 850 county home demonstration agents left the Extension Service in 1956. Some of the turnover, as stated before, is due to marriage or of married agents resigning to devote full time to homemaking. Replacements for these positions are a problem because of the shortage of women with home economics training and qualifications for the job.

On the other hand 980 new appointments were made during the year, which means that about 1 out of every 4 home demonstration agents and assistants were new to the job in 1956.

Years of Service

An analysis made in January, 1956 from the personnel records in the Federal office showed that the average length of service of the experienced home demonstration agent is 8 years. About 41 percent have served less than 5 years; two-thirds have served less than 10 years. A little more than one-third have had 10 or more years.

The average length of service of the assistant home demonstration agent is 3 years, with 80 percent of these agents serving less than 5 years; 92 percent serving less than 10 years (table 2).

Training

All but 2 percent of the county home demonstration agents had a college degree, 91 percent had an undergraduate (B.S.) degree, and 6.5 percent also had advanced degrees--one home demonstration agent had a doctor's degree. All but 2 percent of the State home economics extension staff had college degrees, 42 percent had a bachelor's degree, 55 percent had a master's degree, and 1 percent had a doctor's degree (table 3).

1/ Includes associate and assistant county home demonstration agents.

Table 2.--Years of service of the home demonstration agents, 1956

Years of service	Percentage of agents	
	Home demon- stration agents	Assistant home demonstration agents
Less than 5 years.....	41	80
5-9 years.....	25	12
10-14 years.....	16	6
15-19 years.....	8	1
20-24 years.....	5	.5
25 years and over.....	5	.5

Table 3.--Degree status of extension personnel, 1956

Type of personnel	Percentage having			
	None	Bachelor's ¹	Master's ²	Doctor's
County agricultural staff...	2	89	9	3/
County home economics staff.	2	91	6.5	3/
State agricultural staff....	1	45	38	16
State home economics staff..	2	42	55	1

¹/ Bachelor's but no master's²/ Master's but no doctor's

3/ Less than 1 percent

Age

The average age of the home demonstration agent is 40 years. About 28 percent are in the young age group of 20 to 29 years; 23 percent 30 to 39 years; 24 percent 40 to 49 years, and 25 percent over 50 years of age (table 4).

The average age of the assistant home demonstration agent is 30 $\frac{1}{2}$ years. Approximately 64 percent are in the young age group of 20 to 29 years; 19 percent 30 to 39 years; 11 percent 40 to 49 years, and 6 percent over 50 years of age.

Table 4.--Age of home demonstration agents, 1956

Age	Percentage of agents	
	Home demon- stration agents	Assistant home demonstration agents
20-29 years.....	28	64
30-39 years.....	23	19
40-49 years.....	24	11
50-59 years.....	20	5
60 and over.....	5	1

Workweek

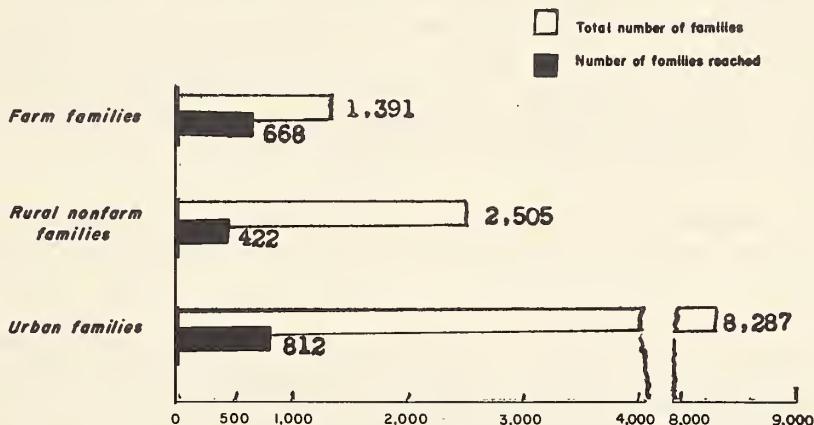
How long is the home demonstration workweek? No study of the agent's use of time has been made since 1947, but all information indicates that on the average her actual working time is about $51\frac{1}{2}$ hours.

Workload^{2/}

In 1956 the average home demonstration agent assisted 1,902 families to make some changes in their homemaking practices. She assisted an average of 668 farm families (48 percent of the farm families in her county); 422 rural non-farm families (17 percent of the rural nonfarm families); and 812 urban families (10 percent of the urban families) (figure 4).

Figure 4

WORKLOAD PER HOME DEMONSTRATION AGENT YEAR-1956



If we divided the number of families of the United States by the number of home demonstration agent years^{3/}, the average number of families per home demonstration agent year would be:

1,391 families based on rural farm only.

3,896 families based on rural farm and rural nonfarm.

12,183 families based on rural farm, rural nonfarm and urban

^{2/} Includes work with 4-H Club as well as adult work.

^{3/} Years of service equals "months of service" reported by home demonstration agents divided by 12.

We can evaluate in terms of our goals. If our goal is to maintain high standard of quality in our service to rural farm and rural nonfarm families, we shall need twice as many home demonstration agents as we have now, presuming that the goal is not more than 2,000 families per home demonstration agent. If we are to work with all families, rural farm, rural nonfarm, and urban, we shall need six times as many home demonstration agents.

VOLUNTEER LOCAL LEADERS

In addition to the staff of home economics extension workers, 624,211 volunteer, unpaid local leaders ^{4/} assisted in the conduct of adult home economics extension work in 1956. The training of these local leaders to act as demonstrators, teachers, and organizers is one of the outstanding achievements of the Extension Service. Most leaders come from organized home demonstration groups. Home demonstration work creates a climate in which potential leaders can be developed.

Local leaders serve in varied capacities, such as organization leaders, informal or indirect leaders, and project or subject-matter leaders. They counsel with home demonstration agents in analyzing local problems, planning their solutions, and in revising the county extension program to better serve community needs. Local leaders also serve on countywide advisory councils or committees in planning longtime county programs.

An organization leader is elected by the group or appointed to the job of leader because the group recognizes her leadership qualities; she is a natural leader.

The informal or indirect leader helps the group achieve its goal by expressing an idea acceptable to the group. (Statistics on the activities of the indirect leader are not included in this summary).

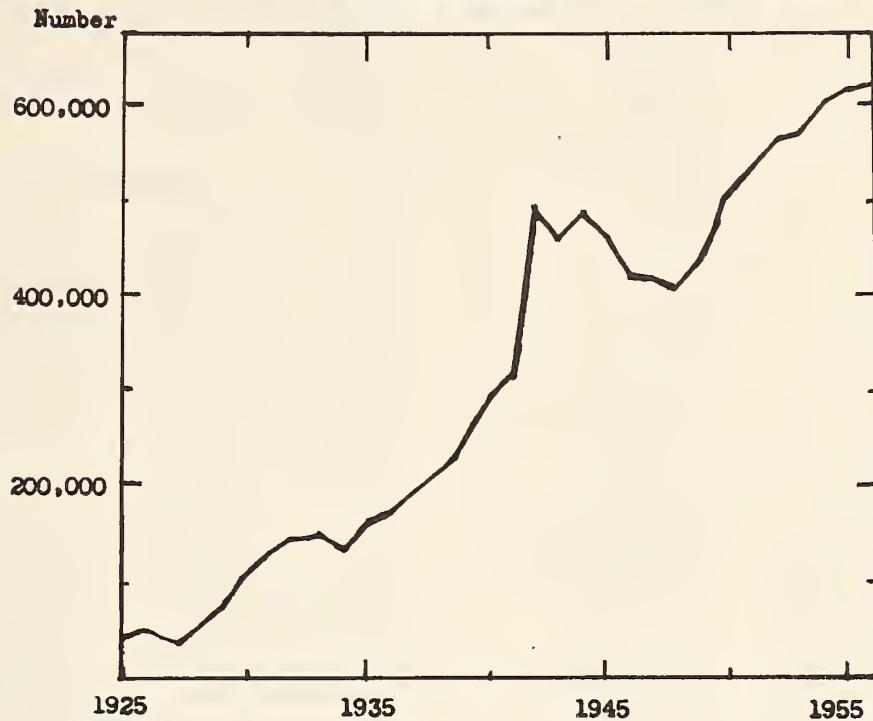
Following training meetings by the extension worker, project leaders present subject matter to their home demonstration club or group members. The leaders assist with tours, camps, achievement days, and exhibits.

Trained by the home demonstration agents to do a specific job, leaders learn to use teaching methods available to the agent herself. The training and experience leaders receive contribute greatly to their becoming leaders in their community, as well as increasing their ability to cope with their own family problems.

The number of local leaders has increased at a fairly constant rate since 1925, except for the upsurge during the Second World War (figure 5).

^{4/} A project leader, local leader, or committeewoman is a person selected by extension or the group they represent, to lead some phase of the extension program in organization or subject matter. (Combined Annual Report of County Extension Agents, FES-21).

Figure 5.--Growth of women local leaders in adult home economics extension work



The number of leaders per agent year has climbed from 52 in 1925 to 182 in 1956 (figure 6).

Extension studies of local leaders show that each leader devotes at least 11 days annually to her leadership activities. This is equal to 26,400 persons employed for a full year of 260 work days, or to five and one-half times the total paid home economics extension personnel.

Adult Leader-Training Meetings

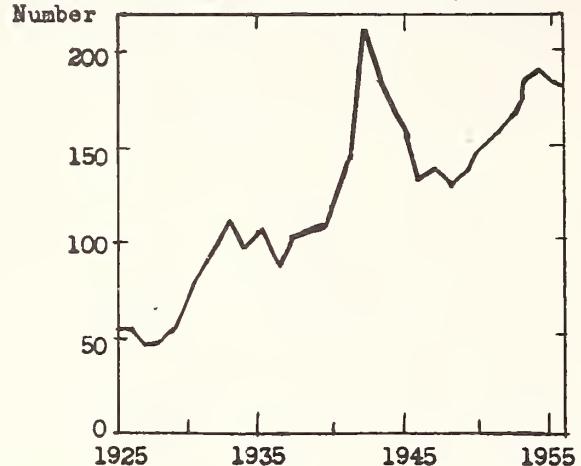
To enable volunteer local leaders to carry on their work, leadership training meetings are conducted by home demonstration agents and specialists. Attendance at such meetings reflects the amount of responsibility the local leaders are willing to assume.

It is interesting, therefore, to compare the number of meetings held for local leaders and the attendance by leaders over a period of years. The number of meetings in adult work varied from 12,638 in 1930 to 58,602 in 1956.

The total attendance of local leaders at adult leader-training meetings increased from 137,251 in 1930 to 1,206,595 in 1956 (table 5).

The number of training meetings held per home demonstration agent year for

Figure 6.--Local leaders in adult work per home demonstration agent year



local leaders in adult work rose from an average of 9 in 1930 to 17 in 1956. Attendance at these meetings increased 244 percent, from an average of 102 per agent year in 1930 to 351 in 1956 (table 6).

Meetings Conducted by Local Leaders

After the leader-training meetings held by the home demonstration agent, the local leader returns to her group and conducts meetings without the agent or specialist being present. Meetings conducted by local leaders climbed from 45,144 in 1930 to 437,790 in 1956 (table 5).

The average number of meetings per home demonstration club or group conducted by local leaders climbed from 1.3 in 1930 to 6.6 in 1956. Adult meetings conducted by local leaders increased from an average of 34 meetings per agent year in 1930 to 127 in 1956. A 350 percent increase in attendance brought the average for such meetings from 431 in 1930 to 1,940 in 1956 (table 6).

The figures show that there has not only been an increase in training meetings held for local leaders and an increase in attendance, but in turn the local leaders have greatly increased the number of meetings they have held, and there has been a large increase in attendance at these meetings. This indicates that local leaders are assuming much responsibility in rural programs.

Training meetings held for local leaders in adult work varies from 13 in the Southern States to 23 in the Central States. Attendance varies from 266 in the Western States to 511 in the Central States (table 7.).

Adult meetings held by local leaders varies from 65 in the Southern States to 220 in the Eastern and Central

Table 5.—Local leader training meetings and meetings conducted by local leaders (adult work)

Local leader training meetings				Meetings held by local leaders	
Year	Number held	Total attendance	Leaders per meeting	Number held	Meetings per club
1930	12,638	137,251	11	45,144	1.3
1931	16,339	199,192	12	57,198	1.5
1932	17,758	218,185	12	64,180	1.6
1933	17,658	264,720	15	86,291	2.0
1934	19,712	331,363	17	126,892	2.9
1935	21,268	341,068	16	116,703	2.8
1936	24,831	398,082	16	118,189	2.8
1937	29,254	485,551	17	139,606	3.0
1938	33,002	564,954	17	162,641	3.4
1939	34,457	603,097	18	174,144	3.6
1940	39,935	755,281	19	209,779	4.1
1941	42,203	799,586	19	223,510	4.1
1942	50,672	925,305	18	220,373	4.0
1943	44,564	683,964	15	160,274	3.0
1944	42,374	663,897	16	146,222	2.9
1945	37,381	578,987	15	138,938	2.8
1946	34,745	629,187	18	145,316	2.9
1947	36,949	705,882	19	168,476	3.2
1948	41,170	739,419	18	190,923	3.4
1949	45,910	855,182	19	216,641	3.8
1950	49,600	961,252	19	248,344	4.1
1951	53,477	1,040,704	19	267,322	4.3
1952	53,723	1,035,214	19	282,446	4.5
1953	58,122	1,174,628	20	375,957	5.9
1954	57,322	1,166,124	20	406,484	6.2
1955	58,317	1,163,105	20	424,947	6.4
1956	58,602	1,206,595	21	437,790	6.6

Table 6.—Average number of training meetings held for local leaders and number of meetings held by local leaders per home demonstration agent year (adult work), 1930 and 1956

Activity	Average per home demonstration agent year		Percentage increase
	1930	1956	
Training meetings held for local leaders (adult work).....	9	17	88.9
Attendance by leaders.....	102	351	244.0
Adult meetings held by local leaders or committeemen (not participated in by agents or specialists).....	34	127	273.5
Attendance.....	431	1,940	350.0

States and the attendance varies from 1,045 in the Southern States to 3,363 in the Central.

Table 7.—Average number of training meetings held for local leaders and number of meetings held by local leaders per home demonstration agent year (adult work) by regions, 1956

Activity	Average per home demonstration agent year				
	Total United States	Eastern States	Central States	Southern States	Western States
Training meetings held for local leaders (adult work).....	17	21	23	13	16
Attendance by leaders..	351	317	511	295	266
Adult meetings held by local leaders or committeemen.....	127	220	220	65	118
Attendance.....	1,940	3,013	3,363	1,045	1,844

HOME DEMONSTRATION CLUBS

Membership in home demonstration groups or clubs has increased 48 percent since 1935, but the number of people reached outside of clubs has increased 650 percent. Although the local club group furnishes much of the leadership through which others in the community are reached, it is evident that home demonstration work has spread beyond the organized group because of the effort made to reach all of the people in the community.

Through home demonstration club work women acquire a continuing kind of education. In most States the home demonstration clubs or groups function on a year-round basis. In a few States, however, the work is carried on in groups organized according to interest. These groups spend a period of time on one phase of homemaking, and when this phase is completed a reorganized group starts on another phase of home demonstration work. In most of the States there are both regular home demonstration clubs or groups and interest groups.

Most of the clubs have officers and project leaders. Project leaders receive training at leader-training meetings and in turn take the information back to their groups.

Nearly a million and a half women were members of organized home demonstration groups or clubs in 1956. Membership grew from 275,877 in 1925 to 1,403,283 in 1956 (table 8, figure 7).

Each home demonstration agent worked with an average of 408 members in 1956. This may be compared with the low average of 294 members in 1926 and with the high of 693 members in 1934.

Home demonstration agents work with other organizations as well as home demonstration groups or clubs. It is the policy of the Extension Service in

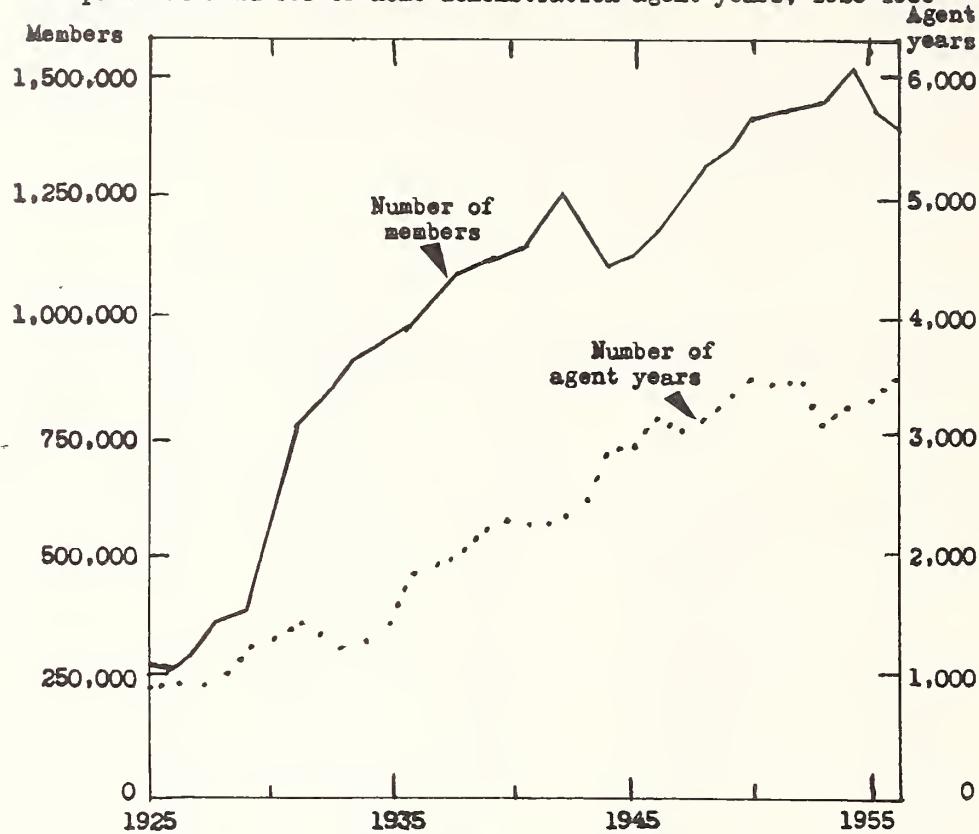
each county, so far as possible, to assist any group of people that requests help and to reach beyond the membership of home demonstration clubs in all communities.

In addition to reaching people through groups, information is disseminated through personal contacts, and through mass media, such as radio, television, news releases, bulletins and exhibits.

Table 8.--Number of members and number of home demonstration clubs per home demonstration agent year, and average number of members per club

Year	Number of home demonstration agent years	Number of members	Enrollment per agent year	Number of clubs	Average number of clubs per agent year	Average number of members per club
1925	924	275,877	299	15,069	16	18
1926	944	277,434	294	14,800	16	19
1927	956	302,898	317	16,026	17	19
1928	1,030	388,197	377	18,596	18	21
1929	1,227	403,602	329	22,759	19	18
1930	1,341	646,340	482	34,959	26	18
1931	1,412	760,171	538	38,358	27	20
1932	1,356	803,203	592	41,131	30	20
1933	1,256	859,967	685	43,108	34	20
1934	1,339	927,357	693	43,196	32	21
1935	1,483	950,927	641	41,504	28	23
1936	1,839	996,153	542	42,778	23	23
1937	1,937	1,070,273	553	45,957	24	23
1938	2,053	1,104,490	538	47,010	23	23
1939	2,204	1,118,519	507	47,812	22	23
1940	2,272	1,140,723	502	51,101	22	22
1941	2,260	1,178,178	521	53,820	24	22
1942	2,381	1,258,852	529	55,577	23	23
1943	2,450	1,161,005	474	52,445	21	22
1944	2,843	1,106,089	389	50,108	18	22
1945	2,971	1,126,320	379	49,351	17	23
1946	3,178	1,162,342	366	50,008	16	23
1947	3,053	1,231,684	403	52,870	17	23
1948	3,194	1,313,524	411	56,151	18	23
1949	3,308	1,341,743	406	57,420	17	23
1950	3,436	1,408,717	410	60,361	18	23
1951	3,487	1,422,569	408	62,746	18	23
1952	3,444	1,432,783	416	62,410	18	23
1953	3,158	1,448,665	459	64,048	20	23
1954	3,218	1,520,901	473	65,454	20	23
1955	3,331	1,442,966	433	66,459	20	22
1956	3,438	1,403,283	408	67,957	20	21

Figure 7.--Number of members in home demonstration clubs or groups as compared with number of home demonstration agent years, 1925-1956



TEACHING ACTIVITIES OF HOME DEMONSTRATION AGENTS 5/

Home demonstration agents continue to use a variety of methods to reach a cross section of the people in their counties. They use:

1. Methods that reach individuals, such as personal contacts made through home visits, office calls, telephone calls, personal letters, and result demonstrations.
2. Methods that reach people in groups, such as leader-training and discussion meetings, meetings at result demonstrations, tours, and achievement meetings.
3. Methods that reach large numbers of people, mass media methods, such as bulletins, leaflets, news stories, circular letters, radio, television, exhibits and posters. One of the greatest changes in emphasis in methods has been in mass media. This is due to an increasing number of families who have access to newspapers, magazines, radio, and television. Home demonstration

5/ While the data in pages 12 to 16 of this report covers work in adult work only, the balance of this report covers all activities of the home demonstration agent in adult work, work with young men and women, and 4-H Club work.

agents now have greater opportunity to reach larger segments of the population than ever before (table 9).

Table 9.--Teaching activities of the home demonstration agents 1/

Activity	Average number per home demonstration agent year		Percentage increase over 1930
	1930	1956	
Farm or home visits made.....	319	246	-22.9
Office calls.....	439	499	13.7
Telephone calls.....	441	780	76.9
News articles or stories prepared.....	80	72	-10.0
Broadcasts made or prepared:			
Radio.....	.5	19.6	3820.0
Television.....	2/	1.6	—
Adult result demonstrations conducted.	2/	19	—
Bulletins distributed.....	1,940	3,878	99.9
All training meetings held for local leaders.....	13	25	92.3
Attendance.....	143	537	275.5
Other meetings held by agents.....	236	149	-36.0
Attendance.....	6,624	5,236	-21.0
Total agent-held meetings.....	249	174	-30.1
Attendance.....	6,767	5,773	-14.7
Meetings held by local leaders.....	63	197	212.7
Attendance.....	827	2,968	258.9
Total meetings.....	312	371	18.9
Attendance.....	7,594	8,741	15.1

1/ Includes adult and youth work.

2/ Activity was not reported in 1930.

Contacts with Individuals

Farm and home visits.--In 1956 the home demonstration agent made an average of 246 home visits as compared to an average of 319 in 1930 (table 9 and figure 8). There is little change in the emphasis on home visits by the average home demonstration agent during the past 26 years. The increase in the grand total of visits to homes in the United States from 427,300 in 1930 to 844,700 in 1956 is due to the increase in the total number of county home demonstration agents employed rather than to any change in emphasis by the individual agent.

Office calls.--There was an average of 499 calls at the home demonstration agent's office for assistance or advice on problems pertaining to the home. This is approximately 14 percent more than the 439 calls made in 1930. The total number of office calls to the home agent's office rose from 588,961

Figure 8.--Personal contact methods per home demonstration agent year

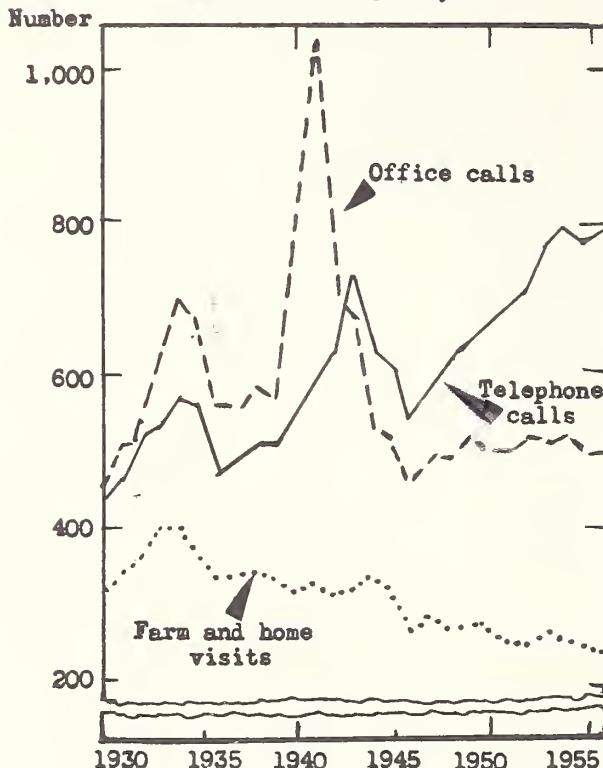
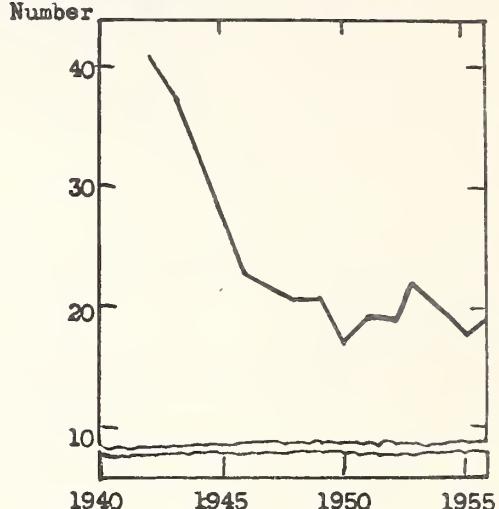


Figure 9.--Adult result demonstrations per home demonstration agent year



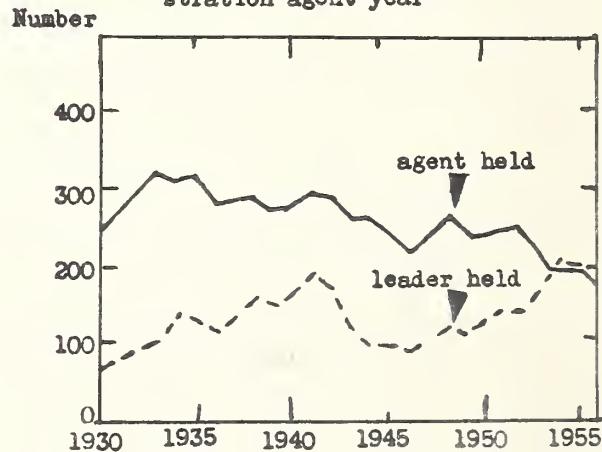
in 1930 to 1,714,873 in 1956.

15 percent, from 6,767 in 1930 to 5,773 in 1956. However, the total number of meetings held by the home demonstration agents in United States rose from 334,260 meetings (with a total attendance of 9,075,153) in 1930 to 595,441 meetings (with a total attendance of 19,847,082) in 1956.

Telephone calls.--The average home demonstration agent had 780 telephone calls in 1956 compared to 441 in 1930. The total number of telephone calls rose from 591,300 in 1930 to 2,680,100 in 1956.

Three times as many meetings were held by local leaders per home demonstration agent year in 1956 as in 1930. Attendance at these meetings increased

Figure 10.--All agent-held meetings and all leader-held meetings per home demonstration agent year



Result demonstrations.--In 1956 there was an average of 19 result demonstrations per home demonstration agent year. Result demonstrations in home demonstration work have been decreasing since 1942. These demonstrations are in the field of food storage, home improvement, yard improvement, and gardening (figure 9).

Meetings.--During the period 1930 to 1956 the total number of agent-held meetings per home demonstration agent year decreased from 249 to 174 (figure 10). The total attendance decreased

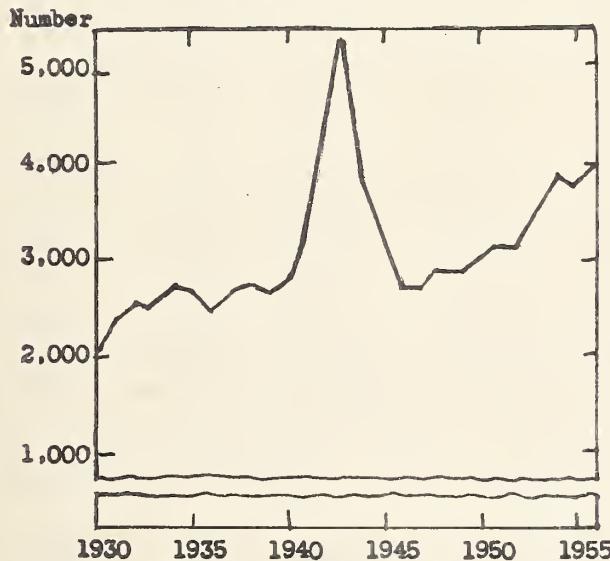
a like amount. In 1930 there was an average of 63 meetings held by local leaders with an attendance of 827 compared with 197 meetings in 1956 and an attendance of 2,968 (table 9 and figure 10).

Mass Media

News articles, bulletins, radio and television all play an important part in disseminating information to rural and urban families.

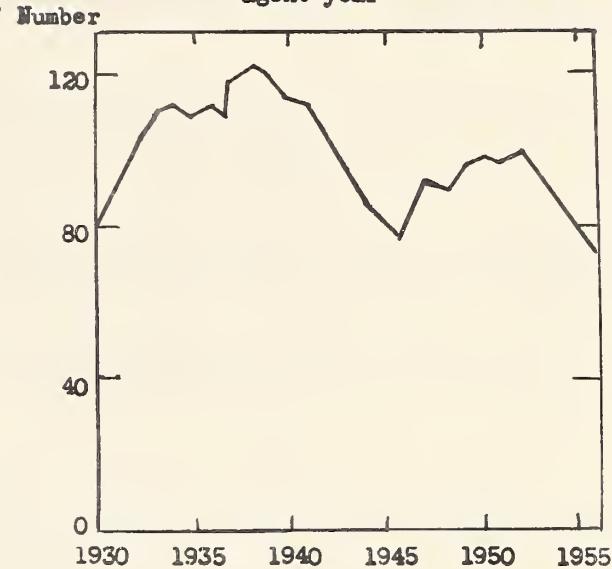
News articles.--On the average each agent prepared 72 news articles in 1956 for publication in daily and weekly newspapers and magazines compared to 80 in 1930 (figure 11). Extension research shows that the written word is more influential in changing practices than radio or television (which create interest), therefore increased emphasis should be given to local news columns as a way of effectively assisting homemakers who do not attend meetings.

Figure 12.--Bulletins distributed per agent year



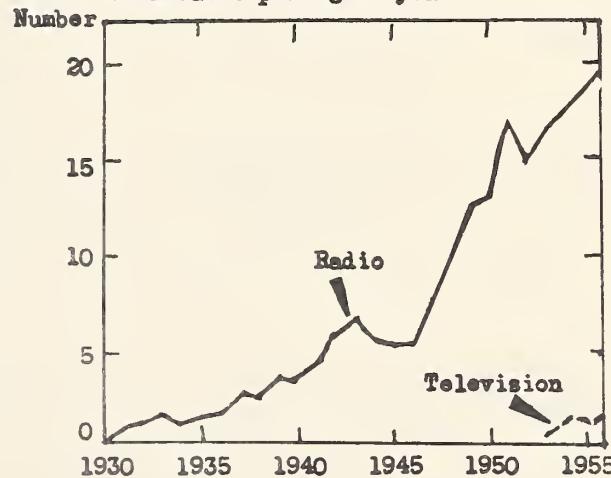
Bulletins.--Each agent averaged a distribution of 3,878 bulletins in 1956 compared to 1,940 in 1930 (figure 12).

Figure 11.--News stories prepared per agent year



Radio and television.--Radio and television broadcasts continue to increase as a means of reaching large numbers of people. In 1956 each agent made or prepared an average of 20 radio broadcasts, as compared to one-half a broadcast in 1930. Based on the number of counties reporting radio broadcasts 65 percent of the counties employing home demonstration agents reported an average of 37 broadcasts per county.

Figure 13.--Radio and television broadcasts per agent year



An average of $1\frac{1}{2}$ television broadcasts was prepared in 1956 (figure 13). Based on the number of counties reporting television broadcasts, 34 percent of the counties employing home demonstration agents made an average of 6 broadcasts per county.

Teaching Activities by Administrative Regions, 1956

Home demonstration agents in the four regions differed in their use of teaching activities (table 10). The total number of meetings held by home demonstration agents and local leaders was highest in the Central region, 517 per home demonstration agent year; as compared with 377 in the Eastern region; 413 in the Western; and 290 in the Southern.

More meetings conducted by home demonstration agents were held in the Southern region than in other regions, 201 per agent year; as compared with 143 in the Central; 141 in the Eastern; and 135 in the Western.

Table 10.--Average number of methods used per home demonstration agent year in the different administrative regions, 1956.

Activity	United States	Eastern States	Central States	Southern States	Western States
Farm and home visits made.....	246	102	156	328	193
Office calls.....	499	272	618	490	494
Telephone calls.....	780	785	807	744	908
News articles or stories prepared.	72	97	102	54	63
Broadcasts made or prepared:					
Radio.....	20	25	22	17	25
Television.....	1.6	2	2.2	1.2	1.6
Adult result demonstrations conducted.....	19	6	6	29	10
Bulletins distributed.....	3,878	7,253	4,316	2,823	4,662
All training meetings held for local leaders.....	25	23	35	20	24
Attendance.....	537	358	837	454	398
Other agent-held meetings.....	149	118	108	181	111
Attendance.....	5,236	3,061	5,867	5,639	3,771
Total agent-held meetings.....	174	141	143	201	135
Attendance.....	5,773	3,419	6,704	6,093	4,169
Meetings held by local leaders....	197	236	374	89	278
Attendance.....	2,968	3,247	5,562	1,619	3,210
Total all meetings reported.....	371	377	517	290	413
Attendance.....	8,741	6,666	12,266	7,712	7,379
Percentage of time spent on:					
Adult work.....	66.9	84.8	63.8	64.5	67.9
Youth work.....	33.1	15.2	36.2	35.5	32.1

More training meetings for local leaders were held in the Central region, 35 per home demonstration agent year; as compared with 24 in the Western; 23 in the Eastern; and 20 in the Southern.

There were more leader-held meetings in the Central region, 374 per home demonstration agent year; as compared to 278 in the Western; 236 in the Eastern; and 89 in the Southern region.

More farm or home visits were made in the Southern and Western regions per home demonstration agent year. Southern home demonstration agents averaged 328 visits; Western agents 193; Central, 156; and the Eastern, 102. There were more office calls in the Central region, 618 per home demonstration agent year; as compared with 494 in the Western; 490 in the Southern; and 272 in the Eastern region.

The Central region used more information methods than did the other regions. More news stories were published, 102 per home demonstration agent year; as compared with 97 in the Eastern; 63 in the Western; and 54 in the Southern. More bulletins were distributed in the Eastern region than in the other regions.

HOMES INFLUENCED TO IMPROVE HOME LIVING

To be successful, the teaching activities of the 4,575 professional home economics extension workers and the 624,000 volunteer local leaders must influence homemakers to make practical use of the better homemaking information and practices recommended.

The total number of families assisted in 1956 has increased almost 25 percent since 1953 (table 11). Of the 6,538,799 families making changes in 1956, 35 percent were farm families, 22 percent rural nonfarm, and 43 percent urban (figure 14).

In 1956, there were 1,204,379 girls enrolled in 4-H Clubs and 969,119 girls completing their project work.

Increase in Urban Work

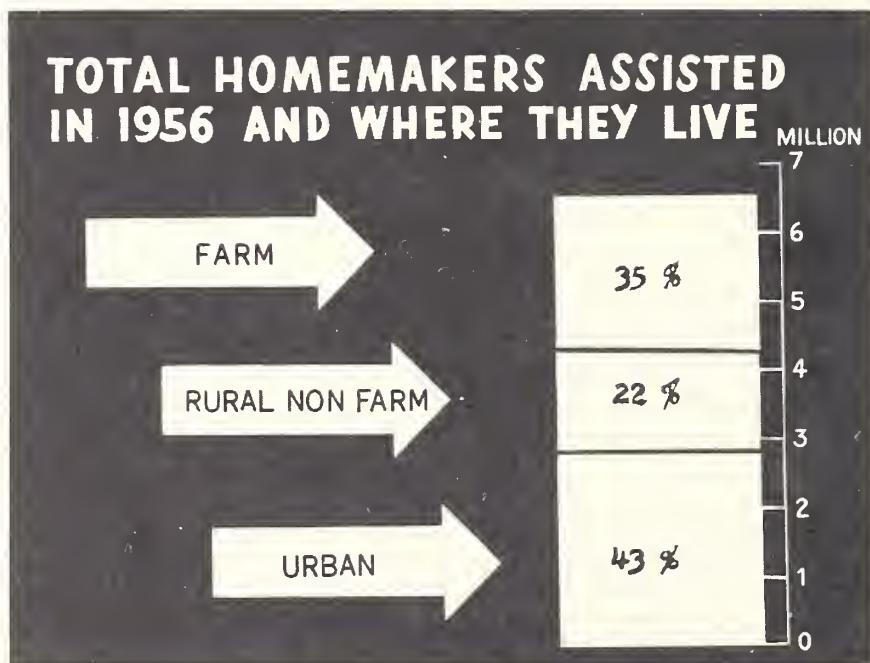
While 7 percent more farm families and 16 percent more rural nonfarm families were reached than in 1953, 50 percent more urban families were assisted. This shows that a significant amount of home demonstration work is being done in larger cities and towns. This increased urban assistance is due in part to the increased use of mass media and to more interest in consumer buying problems.

At least 26 States reported a significant amount of home demonstration work in larger cities and towns. Some of the States that have one or more special urban home demonstration agents employed to work in large cities are Colorado, Louisiana, Maryland, Michigan, New Hampshire, New Jersey, New York and Rhode Island. In addition to these States many States have marketing information for consumer programs.

Table 11.—Homes influenced to make changes in home demonstration practices, 1953 and 1956

Item	1953	1956	Percentage increase 1956 over 1953
Number of farm homes in which changes in practices have definitely resulted from the home demonstration program.....	2,145,455	2,295,321	7.0
Number of other homes:			
Rural nonfarm.....	1,251,411	1,451,241	16.0
Urban.....	<u>1,860,816</u>	<u>2,792,237</u>	50.0
Total.....	5,257,682	6,538,799	24.4
Membership in home demonstration clubs.....	1,448,665	1,403,283	-3.0
Percent of families reached in groups.....	28.0	21.0	
Homes reached outside of groups	3,809,017	5,135,516	35.0
Percent of homes reached outside of groups.....	72	79	

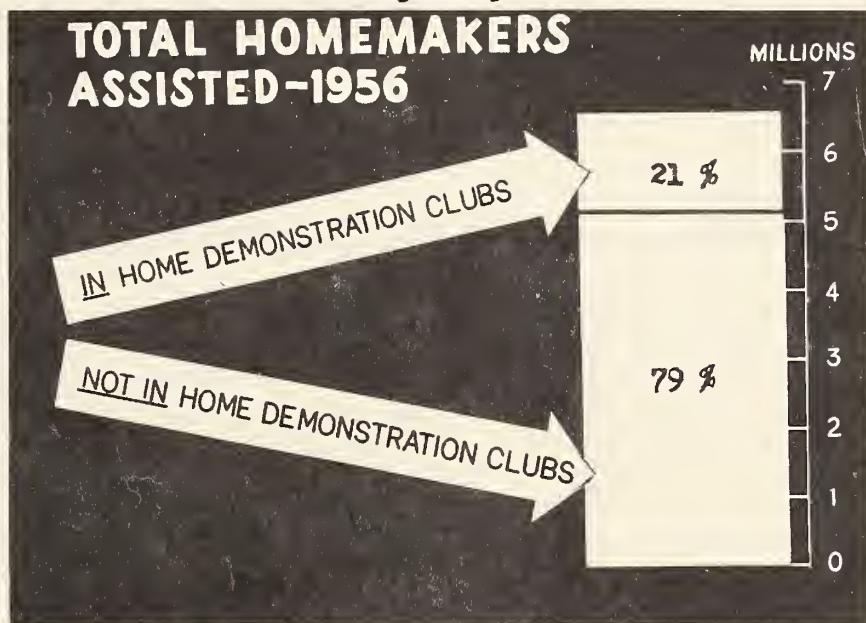
Figure 14



In general, the urban homemaker wants the same type of information as the rural homemaker. They want information on food preservation by freezing and canning, food preparation and nutrition, clothing construction and remodeling, house furnishings, consumer education, home management, health and safety, child care, family relations, landscaping of home and public grounds, and other family and home interests.

Of the families receiving help through the home demonstration program, 21 percent were assisted through organized groups and 79 percent were not members of organized groups (figure 15). There was a decrease of 3 percent in the number of families assisted through groups since 1953, but an increase of 35 percent in families assisted outside of organized groups (table 11). Families outside of organized groups are reached through mass media methods, interest groups, through home visits, tours, and other methods.

Figure 15



Spread of Home Economics Extension Work in Foreign Countries

Home economics extension work has spread to many other countries of the world (figure 16). There are at present 33 American home economics extension workers doing extension work in the following foreign countries:

In the Far East there are workers in 6 countries: Indonesia, Korea, Philippines, Taiwan, Thailand, and Vietnam.

In Latin America in 9 countries: Bolivia, Brazil, Chile, Columbia, Ecuador, Honduras, Panama, Peru, and Surinam.

In the Near East in 8 countries: Greece, India, Iran, Iraq, Israel, Jordan, Nepal, and Turkey.

In addition there are 9 American home economists in Iraq and Pakistan, some of them extension workers in community development programs.

These extension workers are supported by 39 home economists who are working on college contracts at the different universities in foreign countries. Some of these people are extension workers, for example, Mary Rokahr.

This year 58 foreign visitors are studying home economics extension work in the United States. These people are from 15 different countries.

Figure 16

NOW... our world has broadened



Table 12.--Number of families assisted in different subject-matter lines of work, 1956 ^{1/}

Activity	Number assisted		Percent in- crease 1956 over 1953
	Total	Per agent year	
<u>Foods and nutrition</u>	5,339,548	1,553	63.1
Planning and/or producing home food supply.....	1,324,516	385	12.6
Selecting foods.....	2,729,918	794	102.9
Meal planning and food preparation.....	2,669,149	776	46.4
Preservation and storage of food.....	1,571,634	457	20.7
Improving diets.....	1,943,880	565	55.4
<u>Clothing</u>	3,450,311	1,004	20.2
Selecting and buying clothing.....	1,623,227	472	42.4
Care and mending of clothing.....	1,133,446	330	29.1
Clothing construction.....	1,664,678	484	11.6
Selection, use and care of sewing equipment and with sewing centers..	795,342	231	25.5
Good grooming and posture.....	1,186,235	345	31.4
<u>House and surroundings</u>	1,884,110	548	35.4
Building a new house.....	49,210	14	2.6
Remodeling or repairing the house....	214,286	62	25.7
Improving kitchen or laundry.....	345,397	100	15.6
Improving storage space.....	453,738	132	27.9
Selection, installation, use and care of-			
Water and/or sewage systems.....	102,317	30	-.3
Heating and/or cooling systems.....	54,217	16	22.8
Planning electrical systems.....	82,886	24	-6.0
Landscaping home grounds.....	757,317	220	44.4
<u>Furnishings and equipment</u>	2,458,406	715	26.0
Selection, use, and care of home equipment.....	822,752	239	44.3
Selection, use, care and construction of home furnishings.....	930,804	271	31.5
Repair, reconditioning and care of home furnishings.....	763,905	222	13.2
Furniture arrangement and use of accessories.....	782,282	228	20.9
Color schemes and wall finishes.....	551,622	160	12.8
Floor finishes.....	258,795	75	10.8
<u>Home management</u>	1,543,872	449	25.1
In arriving at management decisions..	589,250	171	24.8
In improving housekeeping methods....	828,839	241	14.5
With family laundering.....	578,110	168	35.0
<u>Family economics</u>	970,262	282	32.9
In use of rural family outlook information.....	425,531	124	12.5

Table 12.--Number of families assisted in different subject-matter lines of work, 1956 (continued)

Activity	Number assisted		Percent in- crease 1956 over 1953
	Total	Per agent year	
<u>Family economics (continued)</u>			
With family financial planning.....	371,919	108	57.6
With keeping and analyzing home records.....	254,172	74	83.8
With family legal matters.....	230,912	67	26.3
<u>Family life</u>	1,699,359	494	19.9
Child development and guidance.....	593,754	173	26.6
Providing play, clothing and equipment for children.....	384,922	112	21.5
Understanding roles of family members.....	679,686	198	28.9
Individual adjustments and personality adjustments.....	481,574	140	32.2
Home and family recreation.....	834,363	243	18.0
<u>Health</u>	1,671,492	486	19.3
Sanitation practices and facilities.	611,473	178	12.2
First aid and home nursing.....	454,067	132	11.3
Dental - health education.....	446,732	130	21.8
Health education leading to physical examination.....	501,307	146	12.2
<u>Safety</u>	1,876,730	546	35.0
Fire prevention around farm and home.....	1,031,838	300	27.5
Accident prevention around farm and home.....	1,185,886	345	36.3
Accident prevention away from home place.....	794,729	231	45.7
<u>Arts and Crafts</u>	394,953	115	-9.7

1/ It is recognized that the county agricultural agents, as well as the 4-H Club agents contributed to the accomplishments in the subject-matter areas, particularly in house and surroundings and safety, but for this publication we are assuming that the major contribution was from the home demonstration agent.

BROADER SUBJECT MATTER CONTENT SHOWS SHIFT IN EMPHASIS

As we contrast the present with other periods of our extension history, we readily see that there are many changes which are influencing family living, both farm and urban. These changes have brought about not only shifts which include rural nonfarm and urban work but also a shift toward broader subject matter content.

Home economics extension workers in 1956 helped over $6\frac{1}{2}$ million families solve home and family living problems. About 45 percent more families made changes in meal planning and food preparation, buying clothing, selection and care of home equipment, and landscaping home grounds than in 1953 (table 12).

Over 55 percent more families were assisted than in 1953 with improving their diet, financial planning, and keeping and analyzing home records, and twice as many felt that they purchased food more wisely. In the family life program, the interest in the roles of family members and individual adjustments increased most.

In general, the current living problems reflect the need for assistance in planning and management of family resources, family living education, and the family as a consuming unit, particularly in the fields relating to food, clothing and equipment.

Foods

In 1956 the average home demonstration agent spent 14 percent of her time helping 1,553 families understand the relation of food to health, developing and following good food habits, and selecting food for an adequate diet.

Selection and preservation of food.--Families today are producing less of their own foods and depending more on purchases of processed foods. Practically all farm families still produce some food for their own use. Less home canning of fruits and vegetables was reported in 1956 than formerly, but there was a considerable increase in home freezing, especially meat.

An average of 794 families per home demonstration agent year was assisted in selecting foods, 385 in planning or producing the home food supply, and 457 in the preservation and storage of foods according to the best methods (table 12).

Meal planning and food preparation.--There was an increase of 46 percent over 1953 in families assisted in meal planning and food preparation. With one-third of the married women of the country working away from home for pay, there is much interest in planning quick meals that take less time and effort for the housewife to prepare. Also the homemakers are using more processed and packaged foods than ever before.

There was an average of 776 families per home demonstration agent year assisted in preparing and serving meals that were attractive as well as nutritious.

Figure 17.--Families assisted with meal planning and food preparation per agent year

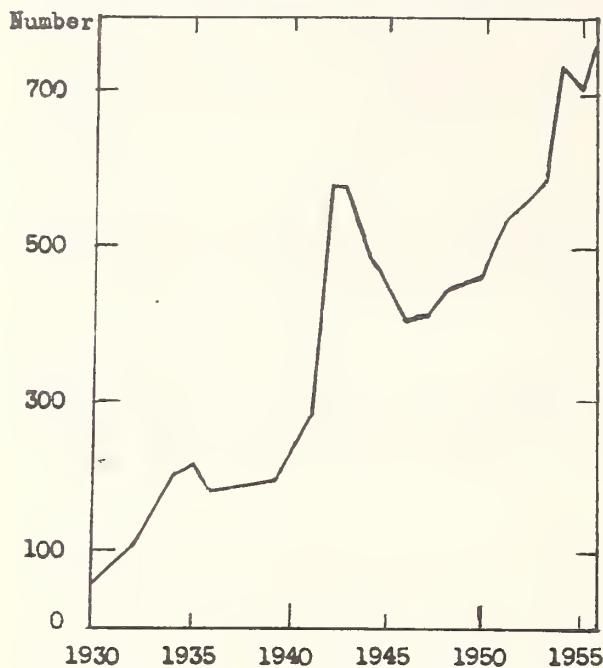
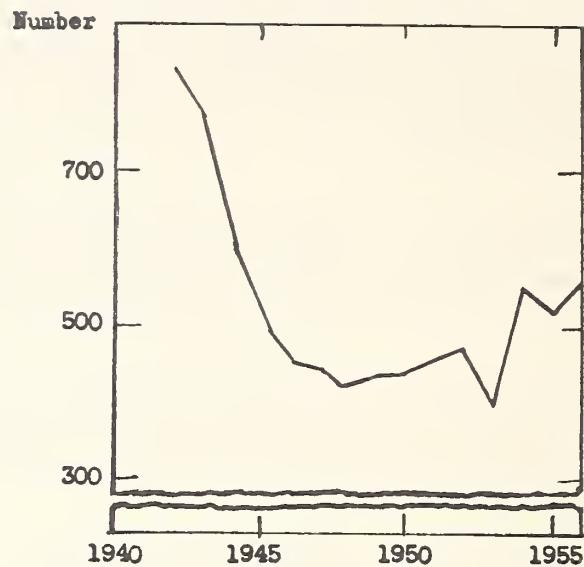


Figure 18.--Families assisted in improving diets per agent year



of 55 percent over 1953. Planning the diet to meet the needs of all members of the family is a problem of special interest to homemakers. With increased public interest in nutrition and with a level of living established in the higher income years, the farm family, like the urban family, continues to upgrade its diet.

Marketing Information for Consumers

The marketing information program for consumers is designed to benefit agriculture through providing information to households and large quantity food buyers. Extension personnel disseminate marketing and outlook information to help consumers choose among alternative food products and services in such a way as to receive maximum satisfaction from their expenditure of time, energy, and money.

Consumer marketing educational programs of the Cooperative Extension Service give facts on food information covering supply, price, selection, care, new products and services, production, processing, and distribution.

These facts go to consumers regularly, since the price and supply of food constantly changes. The information helps consumers decide among foods on the local market, understand the production and marketing system, and buy with authority.

Informed consumers can adjust their food buying to meet shifts in the market. By so doing they help themselves. They also help the producer and marketer,

both of whom have a stake in maintaining a smooth flow of food from farm to kitchen door.

Marketing information programs for consumers operate in most of the major cities of the United States, Puerto Rico, and Hawaii, where a trained staff gather information from producers, processors, wholesalers, retailers, trade associations, city and State departments of markets, State colleges and experiment stations, and the United States Department of Agriculture. They also interpret information for consumers in the area and distribute information through press, radio, and television with the help of food editors, trade groups, health and welfare agencies, restaurants, schools, civic clubs, and State and county extension services.

Clothing

The average home demonstration agent spent 13 percent of her time in 1956 assisting an average of 1,004 homemakers in selecting clothes for the family, how to care for them and how to sew (table 12).

There was an average of 484 families assisted per home demonstration agent year in clothing construction, but nearly that number (an average of 472) were helped in the selection and buying of clothing. Many special finishes are now used on fabrics and many new manmade fibres being introduced in all kinds of apparel. As a result, the demand for information on the selection and care of fabrics is increasing.

An average of 345 families per agent year were assisted in good grooming and posture. Increased interest in better grooming and personal appearance since 1953 may be due to more travel, television, and the revival of interest in good taste.

Adequate sewing equipment and poor organization continue to be problems of homemakers who sew. Each home agent assisted an average of 231 homemakers with the selection, use, and care of sewing equipment, and centers.

Figure 19.--Families assisted in selecting and buying clothing per agent year

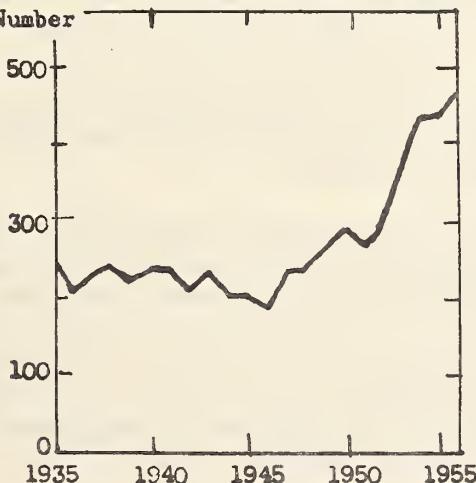
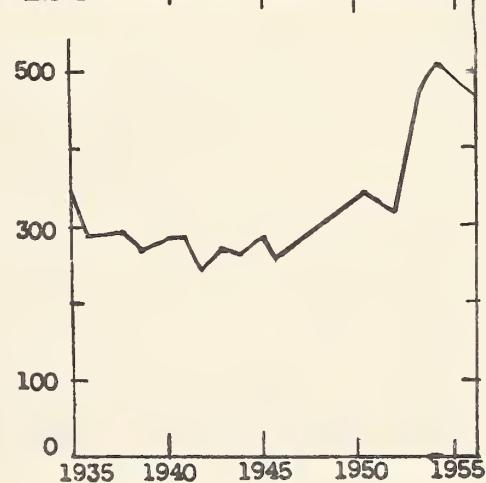


Figure 20.--Families assisted with clothing construction per agent year



The House and Surroundings

Approximately 11 percent of the home demonstration agent's time in 1956 was spent on the house and surroundings, and furnishings and equipment. Considerable time was spent in this field because of a higher level of expenditures in the housing categories, which is characteristic of higher levels of living and increasing home ownership.

Landscaping home grounds.--Requests for assistance in landscaping increases each year. In 1956 the county extension agents assisted 757,317 families with such problems as planting trees, shrubs, and flowers to hide unattractive views, and along boundaries of yards; care of the lawn, improving walks and driveways; painting houses, buildings, and fences; and cleaning yards of rubbish and stumps.

The house.--The demand for help in remodeling and modernizing older homes, in building new homes, and in landscaping the home grounds has increased 35 percent since 1953 (table 12). In assisting these families with their building or remodeling plans county agricultural agents and specialists give considerable help to home demonstration agents.

There are still, however, many farm homes which are substandard for wholesome farm living. Many of them are well constructed but need relatively minor changes in arrangements and installation of modern equipment and storage facilities. Extension agents are continuously on the outlook for

Figure 21.--Families assisted in building a new house and remodeling or repairing the house per agent year

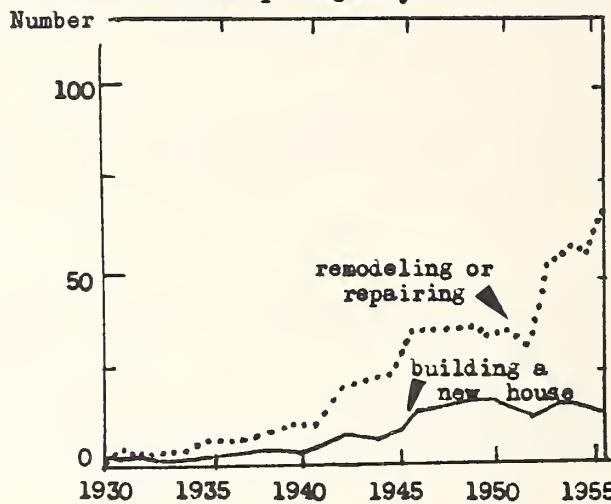
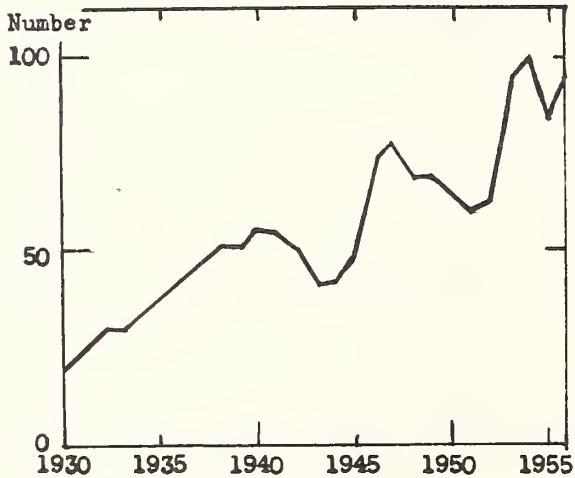


Figure 22.--Families assisted with kitchen and laundry improvement per agent year



more effective ways to help large numbers of families with their remodeling plans.

Kitchen and laundry improvement and storage.--The home demonstration agents continue to give constructive suggestions on work simplification, in better arrangement of work areas, adoption of efficient work methods, and the addition of labor-saving equipment in the kitchen and laundry. One

hundred kitchens and laundry rooms per home agent were improved in 1956, a 15.6 percent increase over 1953.

Storage space is a problem in many homes because of the complete lack of it, it is not utilized to best advantage, or it is not properly planned. Help was given to an average of 132 homemakers per home demonstration agent year for their storage needs.

Furnishings and Equipment

Making their houses more comfortable and convenient was the goal of an average of 715 families worked with by the home demonstration agent in 1956. The home demonstration agent assisted an average of 239 families in the selection, use, and care of home equipment, such as refrigerators, food freezers, and washing machines. An average of 271 families were assisted in the selection and construction of attractive furnishings, such as draperies, lamp shades, and rugs to meet their needs, and to care for them to secure maximum service.

The home demonstration agent assisted an average of 222 families in the repair, reconditioning and care of home furnishings. This included reupholstering, slip covers, and refinishing of furniture. Help was also given in the arrangement of furniture, making of accessories, improving wall and window treatment, and care and refinishing of floors (table 12).

Home Management

Homemakers are becoming more and more interested in finding the best way for the family to get the things they want most from their resources of time, energy, and money, as evidenced by the requests for help in this field. Each home agent assisted an average of 449 families, an increase of 25 percent since 1953.

Figure 24.--Homemakers assisted in improving housekeeping methods per agent year

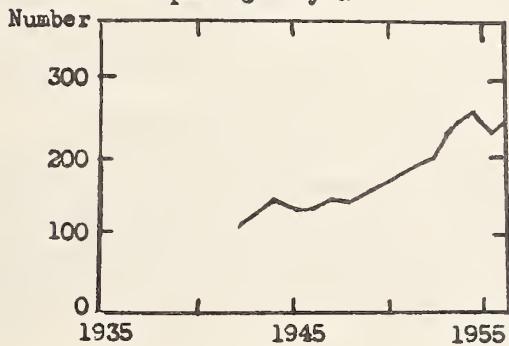
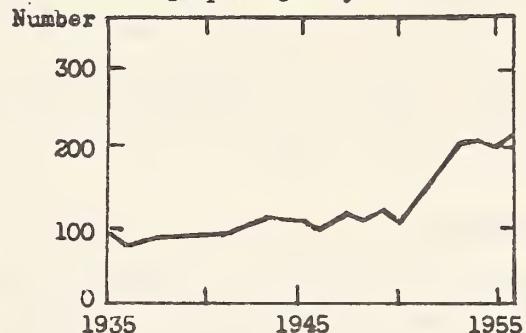


Figure 23.--Families assisted with repair, reconditioning, and care of furnishings per agent year



There were 241 homemakers assisted by each home demonstration agent in developing better work methods and planning convenient work space and working heights for correct posture and less fatigue. She assisted 168 homemakers with family laundering problems. This included the study of laundry principles and procedures, including the use of soaps and synthetic detergents, bleaching, water temperature, and types of washing machines. Ironing was made easier by organizing ironing centers, using

labor-saving equipment, and selecting easy-to-care for fabrics and garments (table 12).

Family Economics

There has been an increase of 33 percent in requests for assistance in the field of family economics since 1953. Emphasis in family economics has been directed toward younger families, helping them to analyze family needs and resources and plan for major expenditures. Emphasis has been placed in helping them on a year-round basis with ideas for family financial planning and adjusting plans from year to year as conditions change.

In 1956 the home agent assisted an average of 282 families with these problems. Family outlook information was given to 124 families; and 108 families were assisted with financial planning, such as the management of income, consumer credit, time and energy to obtain maximum benefit to family members. Seventy-four families were assisted with keeping and analyzing home accounts and 67 were assisted with family legal matters, including wills, inheritance, social security, contracts, and notes.

Family Life

In 1956 each home demonstration agent assisted an average of 494 families in building satisfying human relations, both within the family groups and in the community, understanding the growth and development of children, and in ways to provide wholesome recreation in the home.

Over 32 percent more families were assisted in 1956 than in 1953 in making individual and personality adjustments.

Figure 26.--Families assisted in child development and guidance problems per agent year

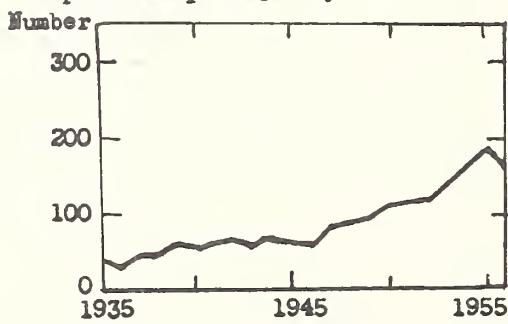
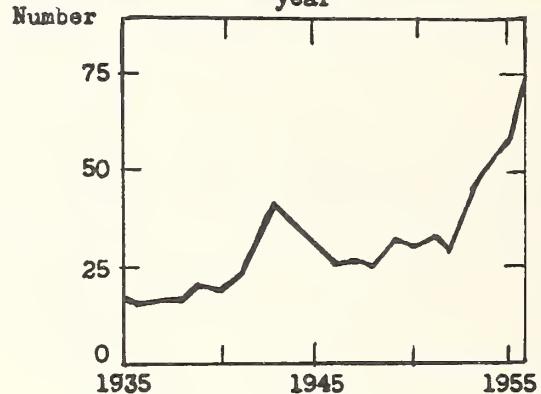


Figure 25.--Homemakers assisted with keeping home records per agent year



Each agent assisted an average of 173 homemakers with child development and guidance problems and 198 homemakers with a better understanding of the roles of family members.

An average of 243 families were assisted with improving their home and family recreation. Recreational needs of families are becoming more important as the amount of leisure time available to families increases (figure 27).

Figure 27.--families assisted with understanding roles of family members and strengthening family relationships per agent year

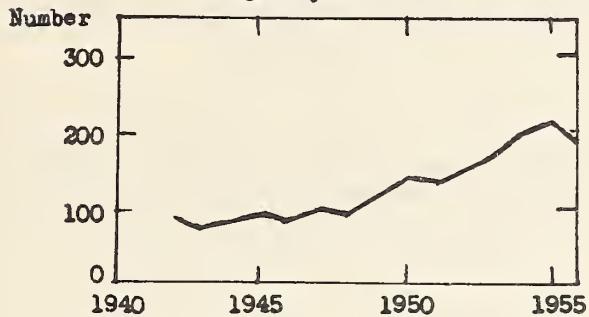
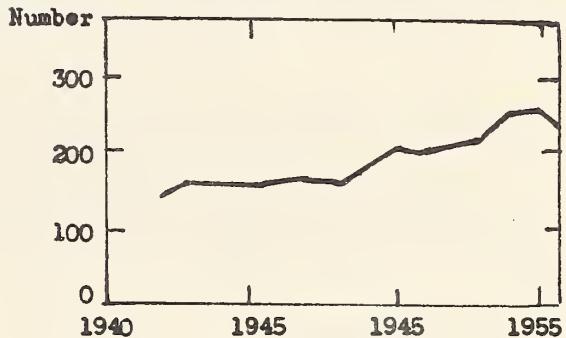


Figure 28.--Families assisted with home and family recreation per agent year



Health

Continuous progress is being made in health education among people with whom we work in the home demonstration program. Each home agent spent 3 percent of her time in 1956 assisting an average of 486 families with their health problems.

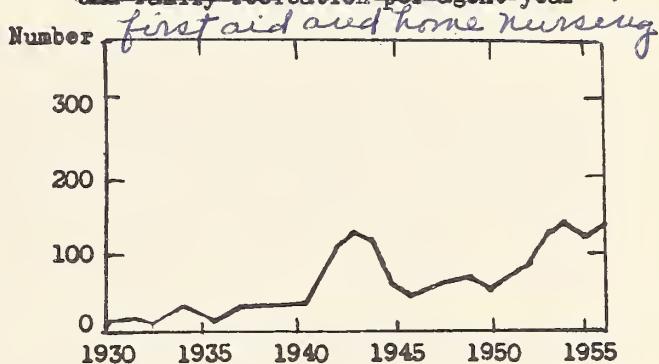
The greatest attention was given to encouraging people to have periodic physical checkups, helping communities to study and meet health needs, and teaching or providing information on first aid and home nursing. Emphasis was also placed on weight control, studying preventive practices for family-health protection, and health insurance plans.

The average home demonstration agent assisted 178 families in sanitation practices and facilities, 132 with first aid and home nursing, 130 with dental health education, and 146 with health education which led to physical examination.

Safety

Home demonstration women, concerned over the increasing number of deaths and injuries due to accidents, are placing more emphasis upon safety education. Since most of the increase and the highest number of deaths (40,000 in 1956) are due to motor-vehicle accidents, traffic safety programs have received major attention for the past 3 years. Home accidents are second only to motor-vehicles as cause of accidental deaths (28,000 in 1956), and lead in number of injuries (4,200,000 in 1956). Therefore, programs have stressed the elimination of hazards that cause falls, and the safe handling of equipment and house and farm chemicals. Special attention has been given to the safety of children around the farm, in the home, and on the highway.

Figure 29.--Families assisted with home and family recreation per agent year



Fire prevention measures have also been stressed by the home demonstration agents. Programs have included advice on the use of fire fighting tools and extinguishers; need for checking the condition of heating equipment, including chimneys and flues; need for checking electrical wiring for wear and loads; and need for teaching children fire safety measures.

Community Development and Public Affairs

The increased interest in community development and public affairs as shown in the increased number of projects, programs, or activities, shows the broadening scope of the extension program. It is apparent that for the years immediately ahead there will be major emphasis in these fields.

Rural Development

Farm families with low earnings make up more than a fourth of all farm families. In 1950 there were roughly 5.4 million farm operator families in the United States. Most of these families are on small farms. The rural development program is a concerted effort to meet the needs of these families.

To meet these needs there is now established rural development programs in pilot counties and pilot areas in 30 States. All county extension agents join the workers from other agencies and lay leaders in these pilot areas in assisting in projects in farming, promoting off-farm work opportunities, use of credit, education, health, marketing, community improvement, food production for home use, food preservation, home remodeling and simple home furnishings.

DISTRIBUTION OF HOME DEMONSTRATION AGENTS' TIME BY SUBJECT MATTER

In 1925, the first year for which we have a record of time spent, home demonstration agents spent 40 percent of subject-matter teaching time principally on foods and nutrition; 25.5 percent on clothing; 11 percent on home management, house furnishings, and agricultural engineering; 3.5 percent on health and sanitation; and 19 percent on extension organization, program planning, and miscellaneous activities (figure 30).

By 1956 adjustments were being made in the home demonstration program to meet the needs of the changing times. The home demonstration agents reported that they spent 26 percent of their time on extension organization and program planning (this higher percentage is, no doubt, due to the recent emphasis given to program projection); 6 percent of their time on their own training (this is double the time spent in 1953); and 68 percent on teaching subject matter (figure 31). Of the 68 percent of time spent on subject matter, 45 percent was in the field of foods and nutrition, home management and house furnishings, and clothing.

These last three major fields cover specific, concrete subjects within the comprehension of the homemaker and useful to her in her everyday jobs. They are also subjects in which the home demonstration agents have had good

training and in which they doubtless feel best able to impart information. In much of the teaching of these subjects, skills are implied and are easier to teach than are the concepts involved in some of the subjects, such as family life, family economics, marketing information for consumers, public affairs, citizenship, national and international problems.

Less time proportionately is spent in these newer fields. However, we know that considerable work is being done through forums and discussion groups on public affairs and similar subjects. Some of these subjects, such as family life and marketing information for consumers, are integrated with other subjects, and thus the reporting of them as separate subjects is difficult.

Sixty-seven percent of the agent's time in 1956 was spent in working with adults and 33 percent with youth.

About 90 percent of all counties now have countywide councils or committees to assist and guide the agents in the organization, planning, and carrying out of a home economics program based upon the needs of each county. The total number of these councils or committees has increased 20 percent since 1953. Membership in these councils or committees has increased 5 percent. There is an average of 2.5 councils or committees (each with 26 members) per county reporting.

Through the farm and home unit approach today the agents are integrating subject matter and focusing it on the major problems of the family to make it more useful. This is helping to lessen the sharp divisions between subject matter areas.

Home economics extension programs differ by States and by counties, depending much on the problems, needs, and interests, and upon the economic and social status of the people living in the areas. Hence, the distribution of the home demonstration agents' time varies in the States. The nature of the program influences the kind and number of specialists employed, and in turn the specialists influence the type and program carried on (table 1).

Figure 30

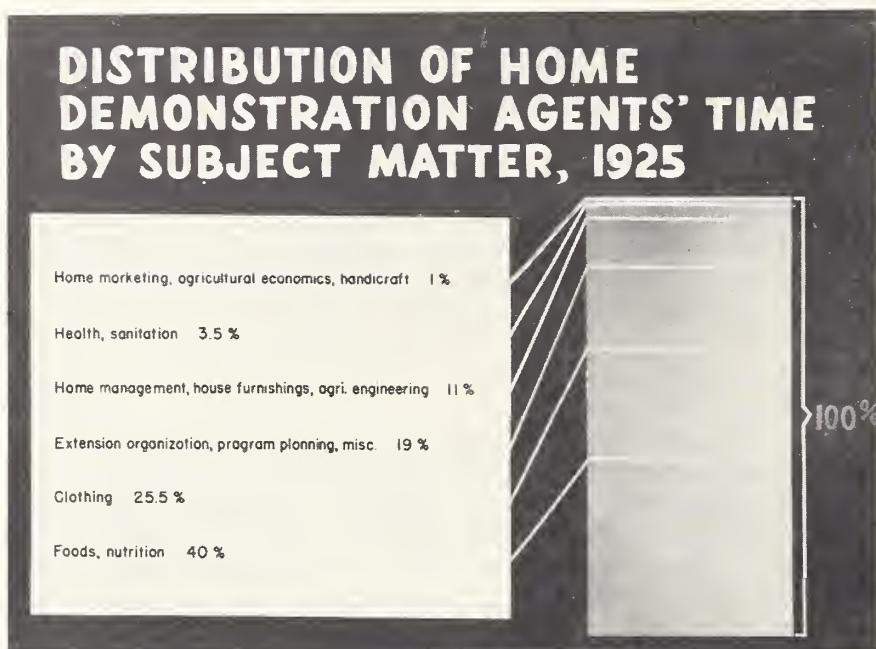
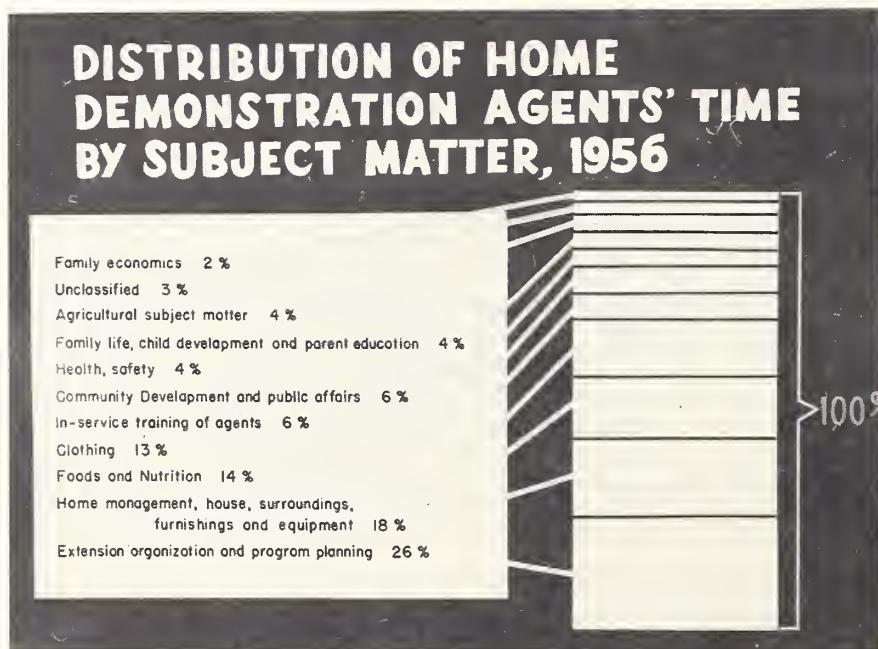


Figure 31



THE HOME DEMONSTRATION AGENT AND HER JOB, 1956
 A Composite Picture 1/

	Average per home demon- stration agent year	Percent in- crease over 1953
Home demonstration clubs or groups worked with.....	20	6.1
Homemakers in clubs or groups worked with.....	408	-3.1
Homemakers not in clubs or groups worked with.....	1,494	34.8
Total homemakers helped to improve home living.....	1,902	24.4
Voluntary local leaders assisting.....	182	9.3
Leader training meetings held.....	25	-1.0
Meetings held by local leaders.....	197	15.2
Other meetings held by agents.....	149	1.5
Total meetings held by agents.....	174	1.1
Farm and home visits made.....	246	5.0
Telephone calls.....	780	10.6
Office calls.....	499	5.6
Adult result demonstrations conducted.....	19	0
News articles written.....	72	-17.4
Bulletins distributed.....	3,878	22.2
Radio talks given or prepared for broadcast.....	20	31.2
Television broadcasts.....	1.6	238.4

She spent her time as follows:

	Percent
Extension organization and program planning.....	26.3
Foods and nutrition.....	13.8
Clothing.....	13.4
Home management, the house, furnishings and equipment.....	17.4
Family life, child development and parent education..	4.0
Community development and public affairs.....	6.3
In-service training of agents.....	5.5
Family economics.....	2.2
Health and safety.....	4.2
Agricultural work.....	3.6
Miscellaneous.....	3.3

1/ Statistical results of cooperative extension work, 1956

These figures are based on an average full-time home demonstration agent year of 12 months' service per agent.

